

Memorandum

To: Hispanic/Latino Quality of Life Commission
From: Ricardo Hernandez, Chair, ESB-MACC
Date: March 22, 2017
Re: ESB-MACC Needs for 2017-2018

As you know, the Master Plan process has been ongoing for the last two years. Important achievements over that period have been:

- Completion of Scope of Work for Revised Master Plan
- Successful negotiation with Casabella Architects to develop conceptual plans for completion of the MACC (Approximate cost \$280,000; derived from rental of 64 Rainey as staging area)
- Signed contract with Casabella, Master Plan process to begin shortly including public engagement

Attached is a discussion document listing previous cost estimates for completion of the MACC. Included are a list of assumptions based on the 2016 Scope of Work and some potential revenue options for the completion.

Priorities to consider beyond assumptions listed in the enclosed documents include:

- Need for improved parking (overflow parking is on the grounds of the MACC with no impervious cover)
- Need for additional full-time security person (\$20,000 salary, \$10,000 for support including, work station, supplies and uniforms)
- Ensure that MACC completion (or some aspect of it) is included in revenue distribution that may result from increase Hotel/Motel tax.
- Support entrepreneurial venture to generate ongoing revenue for completion and/or operations of the MACC (i.e. contracting with parking lot company; build hotel on MACC grounds, including theatre, parking, mercado and residential spaces for MACC guest artists/artists- in-residence)